

Table 13a

**Strategic importance of conducting research and development, by selected company characteristics and innovation status: 2001**

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	23,600	30,300	18,100	S
IT.....	9,700	1,700	3,700	4,200	S
Manufacturing.....	3,000	400	1,000	1,600	S
Communication.....	1,600	400	700	600	S
Computer related services.....	5,100	900	2,000	2,100	S
Non-IT.....	62,700	21,900	26,600	13,900	S
Manufacturing.....	39,300	10,900	17,700	10,500	S
Transportation & public utilities.....	8,500	4,900	2,500	1,100	S
Finance, insurance & real estate.....	11,900	5,000	5,200	1,700	S
Engineering & AAB services.....	2,900	1,100	1,200	600	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	9,300	10,900	6,200	S
\$5M to \$9.9M.....	17,800	6,200	7,200	4,200	S
\$10M to \$24.9M.....	16,100	5,600	6,500	4,100	S
\$25M to \$50M.....	6,000	1,500	2,600	1,900	S
Above \$50M.....	5,900	1,100	3,100	1,700	S
Innovators <sup>1</sup> .....	34,400	8,200	15,400	10,700	S
IT.....	7,000	1,000	2,600	3,400	S
Manufacturing.....	1,500	S	400	1,000	S
Communication.....	1,200	200	500	500	0
Computer related services.....	4,300	700	1,700	1,900	S
Non-IT.....	27,400	7,300	12,800	7,300	S
Manufacturing.....	15,300	S	7,300	5,100	0
Transportation & public utilities.....	3,700	1,800	1,200	S	S
Finance, insurance & real estate.....	6,900	2,200	3,500	1,200	0
Engineering & AAB services.....	1,500	400	800	400	0
By revenue size					
\$2.5M to \$4.9M.....	11,400	2,900	5,100	3,300	S
\$5M to \$9.9M.....	8,100	2,200	3,300	2,600	S
\$10M to \$24.9M.....	7,700	2,000	3,200	2,500	S
\$25M to \$50M.....	3,500	S	2,000	1,100	0
Above \$50M.....	3,700	700	1,800	1,200	0
Noninnovators <sup>1</sup> .....	37,000	14,800	14,700	7,100	S
IT.....	2,600	700	1,100	800	S
Manufacturing.....	1,500	300	600	600	S
Communication.....	400	200	200	S	S
Computer related services.....	800	S	400	S	0
Non-IT.....	34,300	14,100	13,600	6,300	S
Manufacturing.....	23,500	7,800	10,300	5,200	S
Transportation & public utilities.....	4,600	3,000	1,200	S	0
Finance, insurance & real estate.....	4,800	2,700	1,600	S	S
Engineering & AAB services.....	1,400	700	400	200	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	5,900	5,700	2,700	S
\$5M to \$9.9M.....	9,500	3,900	3,900	1,500	S
\$10M to \$24.9M.....	8,400	3,500	3,200	1,600	0
\$25M to \$50M.....	2,500	S	S	S	S
Above \$50M.....	2,200	S	S	S	0

<sup>1</sup> Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

**KEY:** IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

**NOTES:** Responses are to question 4c: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is conducting research and development for your company's growth strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

**SOURCE:** National Science Foundation, 2001 Information Technology Innovation Survey.